

Message Text

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SUBJ: INCENTIVE AWARDS PROGRAM--RECOMMENDATION FOR AWARD
TO FSL OLAV P. CAMPBELL, AMEMBASSY OSLO

REFS: (A) STATE 24021 (1974); (B) OSLOA-113, 6/21/74;
(C) OSLO 1070; (D) OSLO 478

1. REF (A) SOLICITED RECOMMENDATIONS FOR INCENTIVE AWARDS
(CERTIFICATES OF COMMENDATION) FOR FOREIGN SERVICE LOCALS
ENGAGED IN COMMERCIAL WORK. I WOULD LIKE TO NOMINATE
MR. OLAV P. CAMPBELL, FSL-1, SENIOR COMMERCIAL SPECIALIST,
FOR SUCH AN AWARD, TO BE PRESENTED MAY 14 WHEN MR.
CAMPBELL EXPECTS TO BE ENGAGED IN CONSULTATIONS AT COMMERCE.

2. MR. CAMPBELL HAS BEEN EMPLOYED BY THE U.S. GOVERNMENT
SINCE 1950 AND IN THE EMBASSY'S COMMERCIAL SECTION SINCE
1959.

3. MR. CAMPBELL'S DEDICATION TO THE GOALS OF THE U.S.
EXPORT EXPANSION PROGRAM IS PERHAPS BEST EXEMPLIFIED
BY HIS WILLINGNESS TO VOLUNTEER HIS OWN TIME
TO THE FURTHERANCE OF U.S. COMMERCIAL INTERESTS
IN NORWAY. TWO RECENT EXAMPLES CAN BE CITED.

(A) DURING THE SUMMER OF 1974..., MR. CAMPBELL MADE
A PERSONAL TRIP TO THE UNITED STATES AND VOLUNTEERED
TO SPEND SEVERAL DAYS WORKING AT COMMERCE DISTRICT
OFFICES IN AN EFFORT TO IDENTIFY NEW-TO-MARKET

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PAGE 02 OSLO 01191 220828Z

FIRMS OFFERING PRODUCTS WITH HIGH MARKET POTENTIAL

IN NORWAY. BY VIRTUE OF CAREFUL AND EXTENSIVE ADVANCE PLANNING WITH THE RELEVANT DISTRICT OFFICES HE WAS ABLE TO MAKE MAXIMUM USE OF THE TIME AVAILABLE TO HIM FOR THAT PURPOSE. HIS TRIP REPORT (REF B) SHOWS THAT NOT ONLY DID HE EFFECTIVELY COUNSEL THOSE FIRMS IDENTIFIED BY THE DISTRICT OFFICES, BUT THAT HE ALSO PERFORMED THE NECESSARY FOLLOW-UP WORK UPON HIS RETURN TO NORWAY, RESULTING IN INITIAL MARKET EXPOSURE FOR SIXTEEN AMERICAN FIRMS.(B) LATER THAT SUMMER, WHILE ON A FAMILY VISIT TO NORTH NORWAY, HE INTERRUPTED HIS JOURNEY TWICE TO CONSULT WITH LOCAL FIRMS WITH WHICH THE EMBASSY HAD PREVIOUSLY BEEN IN CONTACT ONLY BY CORRESPONDENCE. THESE CONSULTATIONS RESULTED IN THE ESTABLISHMENT OF CLOSER, PERSONAL WORKING RELATIONSHIPS AS WELL AS THE GENERATION OF A NUMBER OF TRADE OPPORTUNITIES AT A SIGNIFICANT SAVING TO THE POST'S LIMITED TRAVEL FUNDS.

4. ON HIS OWN INITIATIVE, MR.CAMPBELL HAS NOW ORGANIZED A 15-MEMBER FOREIGN BUYER GROUP TO THE OFFSHORE TECHNOLOGY CONFERENCE IN HOUSTON, MAY 4-14, FOR WHICH HE WILL ACT AS MISSION LEADER (REF C AND D). IT SHOULD BE NOTED THAT IT APPEARS QUITE LIKELY THAT HE WILL PERSONALLY HAVE TO COVER A NUMBER OF HIS EXPENSES ON THIS PROJECT BECAUSE OF THE LACK OF TRAVEL FUNDS AVAILABLE AT THIS TIME.

5. DURING THE COURSE OF THIS REVERSE TRADE MISSION, HE PLANS CONSULTATIONS AT THREE DISTRICT OFFICES AND THE DEPARTMENT OF COMMERCE TO PAVE THE WAY FOR FUTURE FOREIGN BUYER GROUPS. HIS CONSULTATIONS IN COMMERCE ARE TENTATIVELY SCHEDULED FOR MAY 12-14. ON MAY 14, THE BUYER GROUP IS SCHEDULED TO RECEIVE A BRIEFING AT COMMERCE, AND I SUGGEST THAT AT THE U.S. GOVERNMENT COULD OBTAIN A PUBLIC RELATIONS BENEFIT IF THE CERTIFICATE COULD BE PRESENTED TO HIM IN THE PRESENCE OF THIS GROUP.

6. ACTIONS REQUESTED: (A) THAT THE DEPARTMENT OF COMMERCE PRESENT FSL OLAV P. CAMPBELL A CERTIFICATE OF COMMENDATION FOR SUSTAINED DEDICATION TO THE GOALS LIMITED OFFICIAL USE

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PAGE 03 OSLO 01191 220828Z

OF THE U.S. EXPORT EXPANSION PROGRAM. (B) THAT THIS AWARD BE MADE BY AN APPROPRIATELY HIGH-RANKING COMMERCE (BIC) OFFICIAL ON MAY 14 IN THE PRESENCE OF THE FOREIGN BUYER GROUP WHICH HE WILL LEAD TO THE U.S. (C) THAT COMMERCE ADVISE THE EMBASSY OF ITS PLANS IN THIS REGARD.
BYRNE

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